

The Times

(LONDON)
The Only Genuine Edition of the

ENCYCLOPÆDIA BRITANNICA

The Last Sets at Half Price.

The Times has the honour to announce that the sets of the Encyclopædia Britannica imported for distribution in America are being rapidly taken and that the offer of the work at the special prices must shortly be withdrawn. The opportunity to secure the genuine work has been taken advantage of by the same class of persons in this country as in Great Britain, where over 20,000 sets were purchased before The Times withdrew its offer. The present offer in America applies only to the supply of sets now on hand. Those who desire the work at less than half the publishers' regular prices should file their orders at once. Further particulars concerning the work and the offer are given below.

"To own a set of The Encyclopædia Britannica is to acknowledge one's self as recognizing the best there is in literature."—GLADSTONE.

Famous Persons Who Have Taken Advantage of the Times' Offer.

The following list of names represents a few among the 20,000 purchasers of The Times' issue of the ENCYCLOPÆDIA BRITANNICA. It is interesting to note that in the list are some of the most famous people now living, and that a bargain in a great work is appreciated even by the rich, the titled, and the great.

[In every instance the names represent bona fide subscribers for the work at the advertised price. In no case whatever was a set given away or sold at the slightest discount.]

The Marquis of Salisbury, Secretary of State for Foreign Affairs and Prime Minister of England.

The Lord High Chancellor of England.

Rudyard Kipling. The noted author.

Princess Louise. Daughter of the Queen.

Alfred A. Rothschild. Of the great Rothschild Banking House.

Lord Curzon. Viceroy of India and, next to the President of the United States, the most responsible official in the world.

His Serene Highness Prince Louis of Battenberg.

The Lord Chief Justice of England.

Rt. Rev. Lord Bishop of Exeter and Over Half the Bishops.

The Rt. Hon. Gerald Balfour. Chief Secretary of State for Ireland.

Sir E. G. Clarke. The distinguished Barrister, formerly Solicitor General.

Sir Thomas Lipton. The latest challenger for the America Cup.

Herbert Spencer. The greatest of living English philosophers.

Friedrich Krupp. The head of the great Krupp Gun Works, Essen, Germany.

Sir Edgar Vincent, K.C.M.G. The celebrated Egyptian administrator.

Sir Arthur Sullivan. Composer of "H. M. S. Pinafore" and many well-known operas.

Justin McCarthy, M. P. The Irish Parliamentary leader, novelist and historian.

Coningsby Disraeli. Nephew and heir of the former Premier.

His Grace the Duke of Northumberland.

Mr. D'Oyley Carte. Impresario of the famous Gilbert and Sullivan operas.

Sir Edwin Arnold. The famous poet. Author of "The Light of Asia," &c.

The Earl of Dunraven. Former challenger for the America Cup.

Lord Kelvin. The greatest of living scientists.

Mr. Jerome K. Jerome. The well-known author.

Lord Arthur Charles Wellesley. Grandson of "The Iron Duke," Wellington.

The Rt. Hon. Sir Edmund Monson. British Ambassador to France.

Mr. Arthur W. Pinero and Mr. Henry Arthur Jones. The noted dramatic writers.

James Bryce, M. P. So widely known to Americans from his work on "The American Commonwealth."

Mrs. Humphry Ward. The greatest of living English novelists.

Rear Admiral Lord Charles William Bessborough. Who distinguished himself in the bombardment of Alexandria.

Prince Hatzfeldt. German Ambassador to the Court of St. James.

H. H. Princesse de Wagram.

His Royal Highness the Thakore Sahib of Gondal.

AND 20,000 OTHERS.

THE SPECIAL OFFER OF THE TIMES.

Every intelligent person in England and America knows that the Encyclopædia Britannica is the most scholarly and useful work that has ever been published, and that nothing but the price prevents it from being in the hands of all educated persons who can read the English language. Through the enterprise of The Times (London), this barrier of price has been temporarily removed, and a set of the GENUINE edition of this greatest of reference works is now for the first time brought within the reach of every one.

The Ninth Edition of the ENCYCLOPÆDIA BRITANNICA was the largest single venture that any publishing house ever attempted. The work is in 25 large volumes, with no less than 22,000 double-column pages and 10,000 illustrations. Its actual cost of production was over \$1,000,000. The price of the work in the cheapest binding was fixed by the publishers at £37 (\$179.45). There was urgent need for so useful a work at a moderate price.

A Great Opportunity.

A cheap imitation was not at all the end in view when The Times undertook to arrange for a special edition of the work, and yet it was not easy at first to see how the price could be materially reduced without making an inferior article. Two things, however, could be done, and were, and they have enabled The Times to offer the work at less than half the publishers' price. These were—

First.—The Times brings the books straight from the publishers to the purchaser without the intervention and consequent profit of bookseller, agent or middleman. In this case the purchaser saves all these profits in the reduced prices at which he obtains the work.

Second.—When the Ninth Edition was first issued it was printed one volume at a time, and in small quantities. On the other hand, The Times caused to be printed a very large edition, involving, in fact, the largest printing and binding order ever given in Great Britain or America, and the edition was published in its entirety, and not volume by volume.

It would be impossible to offer the ENCYCLOPÆDIA BRITANNICA at lower prices than those named by The Times, without introducing inferior paper, presswork and binding. In fact, no one but the original publishers themselves, with their perfected plates already in hand, could produce the 25 large volumes in perfect condition at these prices.

Genuine Edition.

This is, briefly, the explanation of the remarkable achievement by which the GENUINE edition of this standard library of reference is brought within the reach of the larger public. There is no change in the work itself to offset the remarkable diminution of price. The volumes are in every respect as desirable as those which have been sold at double the price. There has been no condensation, no abridgement, no omission. Every word, every illustration, every map, every element of value is preserved intact. The paper is as good, the presswork is as good, the binding is as good; there is not the most minute cheapening of the product to offset the remarkable diminution of price.

Moreover, and most important of all, the sets at present offered by The Times, at half price, are the only ones now furnished to any one anywhere in the world by the publishers, Messrs. A. & C. Black, of London and Edinburgh, who expended the immense sum of \$1,000,000 on the work. No sets other than those printed from the plates of the Messrs. Black are or can be genuine.

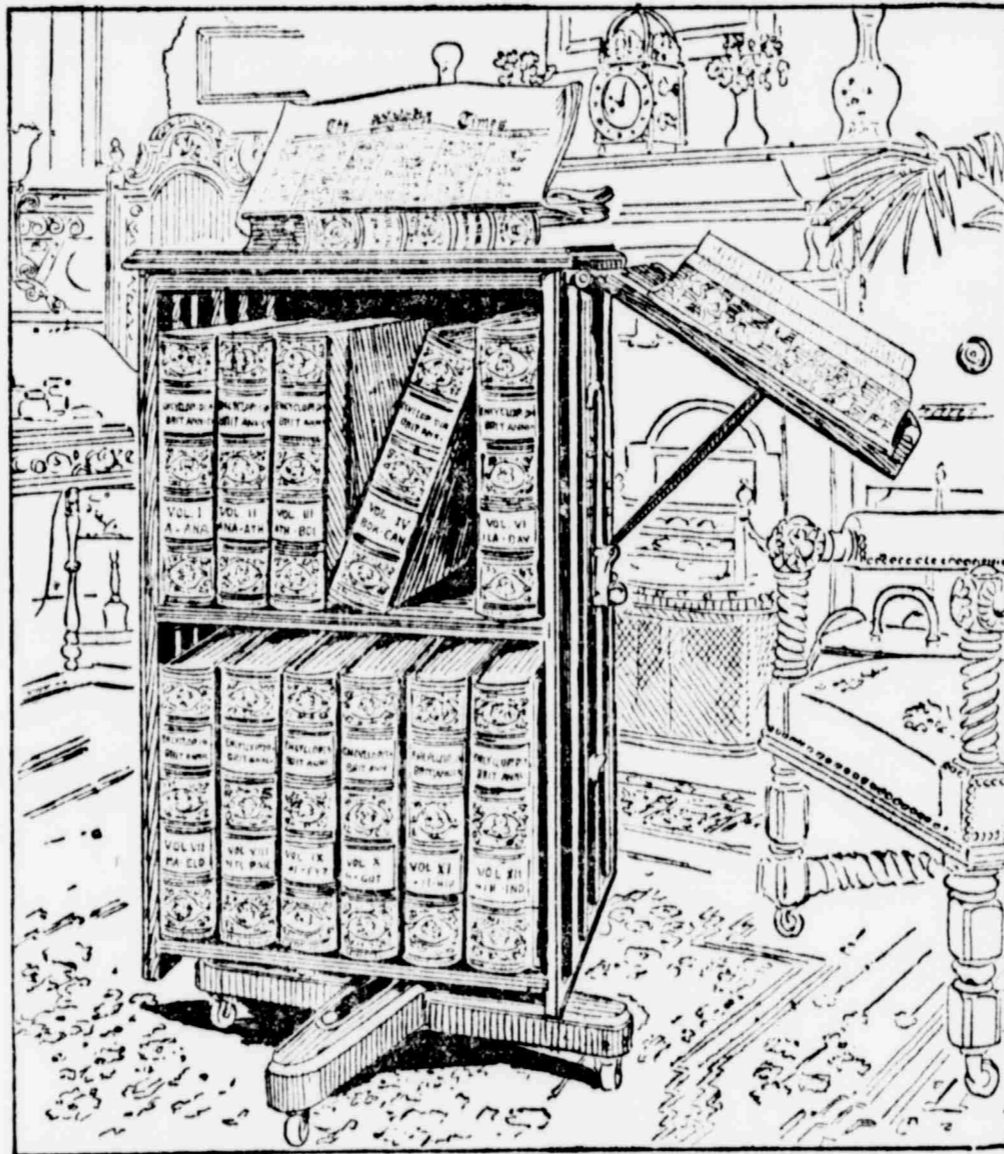
The Times can offer in the United States a limited number of sets of the genuine authorized edition of the ENCYCLOPÆDIA BRITANNICA at the same price as in England and with duty paid. Those who took advantage of the offer of The Times in Great Britain included the most prominent people—as is shown by the list of names in the first column of this announcement. Persons of corresponding prominence have taken advantage of the offer in the United States.

Monthly Payments.

The ENCYCLOPÆDIA BRITANNICA appeals not only to the wealthy and the famous, but to all intelligent persons everywhere. Many, however, cannot afford to pay even the reduced prices in one cash payment. To such The Times makes the special offer of monthly payments in small amounts. Upon receipt of \$5.10

(one guinea), the balance to be paid in monthly payments of \$5.10 (one guinea) each, the complete twenty-five volumes will be sent to the purchaser. Any one who desires to avail himself of this method of monthly payments has only to fill in the order blank which appears at the end of this announcement, and send it, accompanied by cheque or other form of remittance of \$5.10, to the American Office of The Times (London), 290 Broadway, New York. The purchaser will then enjoy the use of the ENCYCLOPÆDIA BRITANNICA while he is paying for it.

A pamphlet, containing Specimen Pages, Coloured Plates and Brief Extracts from the ENCYCLOPÆDIA BRITANNICA, will be sent free upon application if the coupon below is filled out and mailed to the American Office of The Times (London), 290 Broadway, New York. Sets of the work in the different styles of binding may also be examined at the above address.



THE SPECIAL BOOKCASE.

For the convenience of purchasers of the genuine edition of the ENCYCLOPÆDIA BRITANNICA a handsome revolving bookcase has been especially designed. The case, substantially made and neatly finished in quartered oak, is almost 2 ft. square and over 7 ft. high, and is mounted on casters, so that it may be easily moved aside when the work is not in use. The top of the case is large enough to contain a number of small books. The side is fitted with an adjustable shelf, on which the volume in use may be placed at any desired angle. The price is much less than the ordinary trade price for so handsome and substantial a piece of furniture.

Subscribers who pay for their sets in cash may procure the bookcase for \$14.55 (43s). Subscribers who elect to pay for the ENCYCLOPÆDIA BRITANNICA in monthly installments may procure the bookcase by making three further monthly payments (after payments for the ENCYCLOPÆDIA have been completed).

WHAT THE WORK IS.

No one questions the fact that the Encyclopædia Britannica is in every sense the greatest Library of Reference in the world, but why it is so and how it came to be so are not so widely known. Fortunately the reason is so simple that it can be told in a few words.

The ENCYCLOPÆDIA BRITANNICA is the matchless product of a long and splendid evolution. For over a hundred and twenty-five years the work of improvement, enlargement and enrichment has been going on, until now the Ninth or last Edition is as perfect as work of man can be.

The Contributors.

A glance at a list of names of the eminent men and women of the day, or at the important articles or books which have been written by contemporary scholars and men of science, will always demonstrate to the mind one striking fact: No matter how diverse their occupations may be, the greatest names in every field of activity are to be found among the contributors to the ENCYCLOPÆDIA BRITANNICA.

Consider, indeed, what must be the character of a work which embodies the labours of such famous writers as those whose names are to be found in the last column of this announcement. A greater number of distinguished men were engaged in the preparation of the ENCYCLOPÆDIA BRITANNICA than in that of any other work ever published. It contains in all 16,000 different articles, every one of which was written by an authority on the particular subject of which he treats.

A Work for the Masses.

It is needless to say that such a work as the ENCYCLOPÆDIA BRITANNICA is especially valuable to persons with only small libraries or limited time at their command. Suppose, for instance, it should be a question of looking up some scientific point. In the ENCYCLOPÆDIA BRITANNICA the greatest scientists in the whole English-speaking world have placed their learning at the disposal of the reader. Lord Kelvin, Prof. Huxley, Prof. Simon Newcomb, Sir William Crookes, Lord Rayleigh, Alfred Russel Wallace, Sir Robert Ball—these are only a few of the contributors on scientific subjects. Or is it a question of the study of Literature? The pages have been enriched by the contributions of such masters as Matthew Arnold, A. C. Swinburne, Mrs. Humphry Ward, Sir Walter Besant, William Morris, Austin Dobson, Prof. Saintsbury, Andrew Lang and Edward Everett Hale—to select a name here and there from the list of contributors. In the realms of Economics, Law, Medicine, Biography, Geography, Mechanics and every other department of knowledge we find equally noteworthy names. The contributions, arranged in alphabetical order and fully indexed, furnish in a few minutes information that it would take even a trained scholar hours to acquire, if at all, from separate volumes in a library.

A Library of Libraries.

But if a work like the ENCYCLOPÆDIA BRITANNICA especially commends itself because of the saving of time which it effects, it commends itself no less also on account of the saving of expense. The person of average means might find it impossible to collect—except after a great many years, if at all—the different works of the great writers referred to above; but if he purchases the ENCYCLOPÆDIA BRITANNICA, he has at his command, in one set of books, all that is most valuable in the separate works of these different authors. If these considerations were all true when the ENCYCLOPÆDIA BRITANNICA could not be obtained for less than \$37 (\$179.45), how much more force do they have now when the same work, identical in every respect, is offered for less than half the former prices.

Three Characteristics.

The ENCYCLOPÆDIA BRITANNICA is so well known that this announcement need do no more than set forth the reduction in price effected by The Times, but it may also be of interest to recall three facts:

First.—Every one of the 1100 contributors was chosen simply because he was better qualified to write on his particular subject than any one else in the world.

Second.—It has, perhaps, been commonly believed that the ENCYCLOPÆDIA BRITANNICA was essentially a British production. On the contrary, a very large number of articles were contributed by Americans, the names of a few of whom are to be found in the last column of this announcement. The volumes represent the highest scholarship of the whole English speaking race.

Third.—The ENCYCLOPÆDIA BRITANNICA is emphatically a book to be read with enjoyment, as well as a book to be consulted as an authority. Thus the article on New Orleans, by George W. Cable, is as fascinating as one of his stories; the article on Pitt, by Lord Macaulay, is in the same brilliant style as his History of England; and the article by Robert Louis Stevenson is as delightful reading as one of his novels. The same may be said of the contributions of scores of others.

Further information concerning the Encyclopædia Britannica may be obtained by filling out the coupon below and mailing it to the American Office of The Times (London), 290 Broadway, New York. Sets of the work in the different styles of binding, as well as files of The Times and copies of The Times War Map of South Africa, The Times Atlas, and The Times Gazetteer may be examined at this address.

A few of The 1100 Contributors to the Encyclopædia Britannica.

The pre-eminence of the ENCYCLOPÆDIA BRITANNICA as a library of reference is indisputable. A glance at the following list of a few of the contributors will suffice to explain the reason why. Every one of the articles in the work is written by the highest authority on the subject with which it deals; and of these writers there are no less than eleven hundred. The names speak for themselves:

Rt. Hon. James Bryce, M. P., D. C. L., F. R. S.

Prof. Civil Law, Oxford. Author "American Commonwealth."

Lord Kelvin, LL. D., F. R. S. Greatest of modern

physicists. Pres. Royal Society, 1890-91.

Arthur T. Hadley, A. M., LL. D. President Yale

Univ. Author "Railroad Transportation,"

"Economics," &c.

Rt. Hon. John Morley, M. P., D. C. L. Twice

Chief Secy for Ireland. Author "Studies in

Literature," &c.

W. D. Whitney, LL. D. Editor-in-Chief Century

Dictionary. Prof. Comp. Philol., Yale Univ.

Mrs. Humphry Ward. Author "Robert El-

mere," "David Greave," "Marcella," &c.

Matthew Arnold. Author "Poems," "Essays in

Criticism," "Literature and Dogma," &c.

Prof. Simon Newcomb, Ph. D., Dr. Sci. Supt.

U. S. Nat. Almanac; Associate Inst. of

France.

Prof. E. A. Freeman, D. C. L. Prof. History,

Oxford. Author "Norman Conquest," &c.

Alfred Russel Wallace, LL. D., F. R. S. Author

"Geographical Distribution of Animals," "Darwin-

ism."

Justin Winsor, LL. D. Librarian Harvard Univ.

Editor "Narrative and Crit. History of

America."

E. Ray Lankester, F. R. S. Director Nat. Hist.

Dep'ts, British Museum. Author many works

on Zoology.

Robert Louis Stevenson. Author of "The Mas-

ter of Ballantrae," "Kidnapped," "St. Ives,"

"The Grandmothers," "The Silver," &c.

Prof. Huxley, F. R. S. The famous biologist.

Author "Anatomy of Invertebrate Animals."

Charles Kendall Adams, LL. D. Pres. Univ. Wis-

consin. Author "Manual of Hist. Lit.," &c.

Algeron C. Swinburne. The famous poet.

Very Rev. F. R. Farrar, D. D., F. R. S. Dean of

Canterbury. Author "Principles of Contract,"

"Lords," &c.

Richard Garnett, C. B., LL. D. Keeper of

Printed Books, British Museum. Author

"Hist. Italian Literature," &c.

Hon. Henry Cabot Lodge, U. S. Senator. Au-

thor "Lives of Daniel Webster," "Alexander

Hamilton," "George Washington," &c.

Rev. W. W. Skeat, Litt. D., LL. D. Prof. Anglo-

Saxon, Cambridge. Author "Etymological

Dictionary," "Works of Chaucer," &c.

Rev. Edward Everett Hale, D. D. Author "Man

Without a Country," &c.

A. W. Ward, Litt. D., LL. D. Author "History

of English Dramatic Literature," &c.

Professor Saintsbury. Author "Ninth Century

Literature," "History of English Literature,"

Philip Gilbert Hamerton. Noted painter and

etcher. Author "French Painters," &c.

William Morris. Well-known poet and manu-

facturer of stained glass and decorations.

Francis A. Walker, LL. D. Pres. Mass. Institute

of Technology. Author "The Wage Question,"

&c.

AND 1,100 OTHERS.

OTHER PUBLICATIONS OF The Times.

The Times War Map of South Africa.—24 1/2 feet in size, printed in full colors and mounted on strong linen; carefully compiled from the latest surveys and authoritative in every way; indispensable for those who desire to follow the progress of the conflict in South Africa. Price six shillings nett (\$1.50), duty paid and post free.

The Times Atlas.—Contains 118 pages of maps (comprising 175 maps) and an alphabetical index of 130,000 names; size of map page, 11 1/2 square inches; size of volume, 10 1/2 x 11 1/2 inches; of special value to Americans for its authoritative foreign maps. Price, bound in half morocco, 34 shillings nett (\$8.50), duty paid and post free.

The Times Gazetteer of the World.—11 1/2 x 11 1/2 inches in size, contains nearly 1,800 double-column pages, including the latest and most reliable geographical and statistical information. Price, cloth binding, 26 shillings nett (\$6.50); half morocco, 32 shillings nett (\$8.00), duty paid.

Great Britain and the Dutch Republics.—The latest and best statement of the points at issue in the present South African War. Paper, 60 pages, 3d (10 cents), post free.

These publications may be seen at the American Office of The Times (London), 290 Broadway, New York, or will be dispatched to any address upon receipt of the price.

Prices for Cash Payments.

Cloth Binding, \$82.45 (\$17) [the Publishers' price was \$167], and with the Bookcase, \$97.00 (\$201).

Half Morocco, \$101.55 (\$21), [the Publishers' price was \$145], and with the Bookcase, \$116.40 (\$24).

Full Morocco, \$135.80 (\$28), Gilt Edges [the Publishers' price was \$165], and with Bookcase \$150.35 (\$31).

Prices for Monthly Payments.

Cloth Binding, 17 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 20 Monthly Payments of \$5.10 each.

Half Morocco Binding (which we recommend), 21 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 24 Monthly Payments of \$5.10 (one guinea) each.

Full Morocco Binding (the best possible binding), 28 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 31 Monthly Payments of \$5.10 each.

If the purchaser sends a cheque for the full amount at the cash prices shown at the left, he will effect a saving of 25 cents (shilling) on every \$5.10 (guinea), and no Order Form need be used. The form which follows is for the use of the purchasers who prefer monthly payments.

Monthly Payments—Order Form.

AMERICAN OFFICE OF The Times (LONDON), 290 Broadway, New York. [Date]

I enclose \$5.10 (one guinea). Please send me "The Times" issue of the Encyclopædia Britannica (9th Edition) bound in

Cloth, price \$86.70 (17 guineas),
Half Morocco, price \$107.10 (21 guineas),
Full Morocco, price \$142.80 (28 guineas),

Strike out two of these lines.

the balance of which sum I agree to pay you, or any one you appoint, at the rate of \$5.10 (one guinea) a month; my next payment to be on delivery of the whole 25 volumes, and my succeeding payments on the corresponding day of each month following. Until such payments are complete I engage that the volumes not being my property, shall not be disposed of by sale or otherwise. I further agree that, owing to unforeseen circumstances, of which you shall be the judge, the volumes cannot be delivered, the return of the deposit of \$5.10 (one guinea) to me shall cancel this agreement.

Please also send a REVOLVING BOOKCASE, for which I agree to make three further monthly payments of \$5.10 (one guinea) each, after the payments for the books are completed.

Strike out if Bookcase not desired.

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I should be pleased to receive a Pamphlet of Specimen Pages, Coloured Plates and Brief Extracts from the ENCYCLOPÆDIA BRITANNICA. Also full particulars of the special prices in the different styles of binding.

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cc